

Creative Specification | Outstream Video

Last Updated – November 15, 2019

Overview

This specification covers linear video ad formats for **third-party served** (ad is delivered via IAB's Video Ad Serving Template (VAST)) **Outstream video advertisements**. Please refer to the section and columns headers when reading this document as some elements of the specification vary depending on which party is serving the ad.

Ad Specifications

Skippability	After 5 seconds
Playback method	Auto-play, sound-off, audio on mouse-over
Non-viewable behavior	Pause
Video visibility threshold	50%
Aspect ratio	16:9
Video size	480x270
Controls	Show mute and volume controls, allow full screen
Frameworks	VPAID 2.0
Player technology	HTML5

Third-Party Ad Served Video (VAST)

Outstream Video ad creative must be delivered by certified third-party ad servers.

All third-party ad servers must be certified with Microsoft for each IAB standard and version. Work with your representative to verify certification or request certification for new vendors.

IAB VAST Templates

Versions Supported VAST 4.0

VAST Payloads Supported Inline Ad
Wrapper Ad (3 chained wrappers max¹)

3rd Party Served – Video Media Files

Video Format/Codec MP4/H.264

Required Rendition Frame Sizes & Bit Rates HD: 1280x720 @ 3000 kbps
SD: 640x360 @ 750 kbps
Mobile HD: 1024x576 @ 1500 kbps
Mobile SD: 320x180 @ 450 kbps

Ratio 16:9 required

Duration 120 seconds maximum

Frame rate 29.97 fps

Field Order None, progressive scan only

Audio Format/Codec¹ MP3, MP4, AAC supported

Audio Bit rate 196 kbps recommended

Sample Rate 44.1 kHz recommended

Bus mode Stereo

3rd Party Served – VPAID Media File

Versions & Formats Version 2.0: JavaScript

Detailed Spec For more details, refer to the VPAID Creative spec

Other Specifications

Click-thru URL Length³ 450 characters, max

Examples

MSN Outstream Video (In-Article)

The screenshot shows a webpage from MSN Finans. At the top, there is a search bar with the text "Søg efter kurser" and a "Søg i finans" button. Below the search bar, there are navigation links: "Seneste nyt", "Privatøkonomi", "Markeder", "Beregn boliglån", "Min observationsliste", and "Værktøjer". The main content area features an article from "Ritzau" with the headline "Leveret af /ritzau/FOKUS 19-05-2016". The article text discusses the financial situation of the agricultural sector, mentioning a negative liquidity position since 2011 and a projected loss of 37 billion kroner from 2011 to 2017. An in-article video advertisement is displayed, showing a person holding a tablet that displays the MSN Finans website. To the right of the article, there is a sidebar with various news items, including "Tom K. adværer Magnussen" and "Ny kropstendens vinder frem". At the bottom right, there is a section titled "Highlights fra Spa-Francochamps" with a sub-headline "Der var masser af drama igennem løbet og det endte også med en".

Policies and guidelines

Creative Acceptance Policy

All creative must meet the requirements of the MSA [Creative Acceptance Policy](#)

Privacy Policy

Video advertisements played on all Microsoft properties and partner properties will comply with the [Microsoft Advertising Privacy Policy](#)

IAB Specifications

Digital Video Ad Serving Template (VAST): <http://www.iab.net/vast>

Video Player Ad Interface Definition (VPAID): <https://www.iab.net/vpaid>